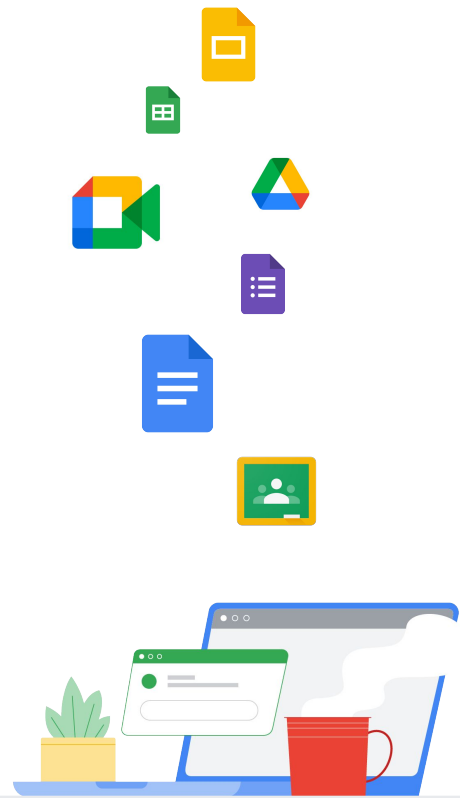




# Chromebook Adoption Kit for Education

A playbook to support the adoption of  
Chromebooks in your institution.



Thank you for  
embarking on your  
journey with  
Chromebooks



## Our commitment

The Google for Education team is here to help and support you along the way as you move through the adoption and expansion process.

Our goal is to help you have **happy and productive Chromebook users.**

# Contents

## 01 Introduction

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### **Why use Chromebooks?**

[We know it's not always easy](#)

[Chromebook adoption framework](#)

## 02 Excite

---

### **Define adoption strategy**

[Who would benefit?](#)

[Your school community](#)

[Your switching strategy](#)

[When to communicate](#)

### **Generate awareness**

[Posters](#)

[Flyer](#)

[Email template](#)

## 03 Enable

---

### **Help users get up and running**

[Getting started guide](#)

[Tips & Tricks Guide](#)

[Educator's toolkit](#)

[Chromebook simulator](#)

## 04 Extend

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[Chromebooks repair program](#)

[Chrome OS Flex](#)

[Chrome OS Test Drive](#)

[Itopia](#)

[Additional resources](#)

[Tips and tricks](#)



# We know it's not always easy

Introducing new technology to your school community can be challenging.

It's hard for everyone to adapt, adopt, and sustain a productive environment for education.

At the same time, IT teams are tasked with providing their school communities with cost-effective, secure, and sustainable devices, while keeping up with evolving education technology.

When you actively engage your staff, educators, guardians, and students in new technology, you can help everyone succeed.

We're here to help you do this.



# Chromebook adoption framework

Follow this process to help staff, educators, and students adopt new technology in their school.

01

## Excite

Make sure they understand what's changing and why they should be part of it.

02

## Enable

Help them acquire the skills required to take on the change.

03

## Extend

Teach them about other Chromebook programs and get up to speed using additional resources.

# Excite

Pre-deployment

Excite

# Define adoption strategy

Create your transition plan.

Think about who should use Chromebooks, how they'll switch, and how you'll support them.



## Key pieces to define include:

- **Who would benefit:** Identify the staff and educators who will benefit from using Chromebooks the most
- **Your switching strategy:** Decide if users can choose their own device or will be made to switch
- **When to communicate:** Provide information and prepare staff, educators, and students for the change beforehand

# Who would benefit?

Identify the staff and educators who predominantly use cloud-connected applications.



## It's not someone who:

- × Works locally on a device
- × Is tethered to device, location, or both
- × Works independently



## It is someone who:

- ✓ Wants to work and teach from anywhere
- ✓ Works mainly in browser and web apps
- ✓ Uses collaboration tools

### Extra help



Need more help deciding which members of your school community would benefit most from Chromebooks? Check out [this](#) section.



# Your school community

- ✓ Tailor each device with apps and features that meet their needs
- ✓ Work on devices that are fast, easy to use, reliable, and ready for education
- ✓ Boost productivity and collaboration both in and out of the classroom



## Staff

Education leaders, including administrators, curriculum leaders, superintendents, and other staff, benefit from having secure devices to support their school communities.



## Educators

Educators benefit from cloud-based devices that let them provide instruction, give feedback and guidance, and conduct classes from anywhere.



## Students

Learners benefit from working from the same operating system as the rest of their school community, making collaboration with peers and educators easy.

# Your switching strategy



## Chosen change

Are users **allowed** to choose their devices? This option can suit **educators and education leaders**.

### Key tip



Ensure educators and education leaders are onboarded and trained correctly.



## Imposed change

Are users **required** to use Chromebooks? This approach can suit students.

### Key tip



Ensure students are taught about the benefits and features of Chromebooks. Once educators are onboarded, encourage them to train and monitor their classes to help students get the most out of their Chromebooks.

# When to communicate

Use this timeframe as a guide for what to do and when. If different stakeholders in your school community are onboarding at different times, you might be at the Extend phase for one group and the Excite phase for another. It all depends on your roll-out plan.

## 01. Excite

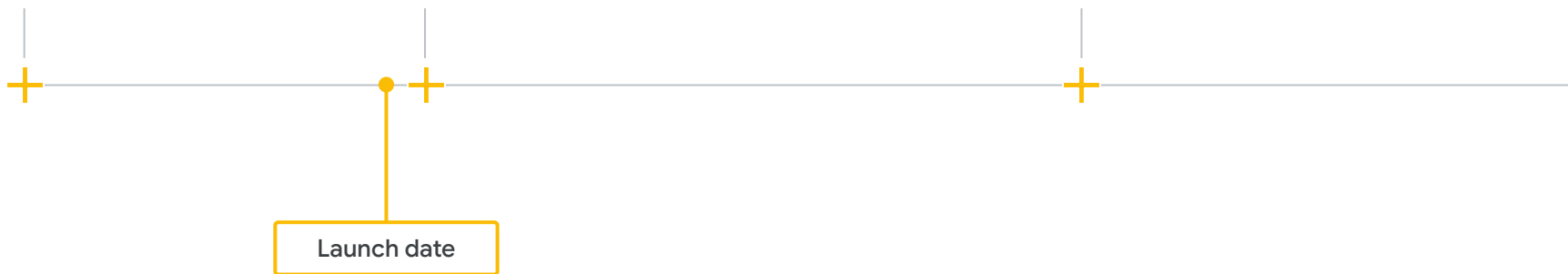
Start generating excitement  
**three weeks** prior to launch.

## 02. Enable

Help users get up and running  
for **three weeks** post-launch.

## 03. Extend

Further educate your users about  
Chromebooks by sharing additional  
programs and resources with them.

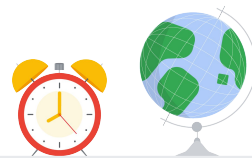


Excite

# Generate awareness

Create excitement.

Use a range of assets like posters, emails, and more to promote the benefits of Chromebooks.



The **switch to Chromebook** adoption campaign focuses on key benefits – like long battery life, built-in virus protection, and more. This campaign can help you encourage staff and educators to make the switch.

Choose from these campaign assets:

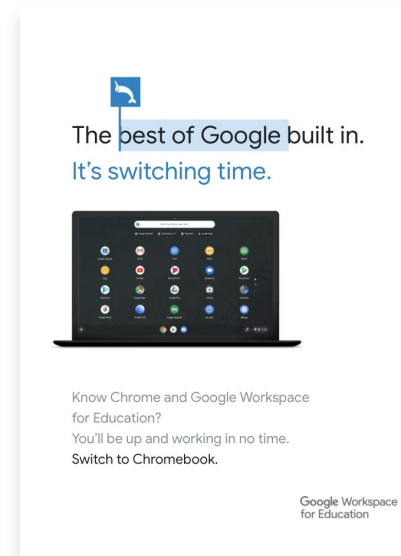
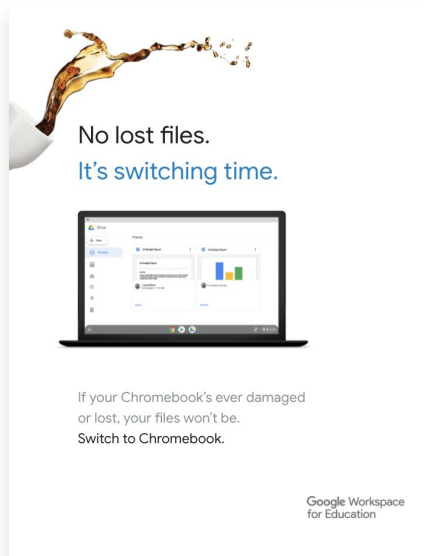
- Posters showcasing specific features of Chromebooks
- Flyer displaying the benefits of switching to Chromebooks
- Email template to send to stakeholders

**Excite**

# Posters

Stick up these posters around your school to help create buzz around Chromebooks.

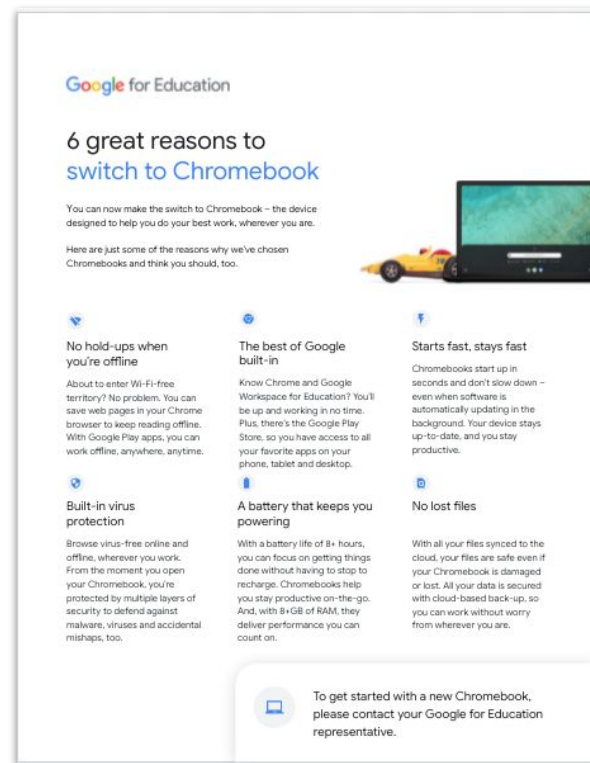
Choose from six different posters – each promoting a unique benefit of Chromebooks.

[Access the posters](#)

Excite

# Flyer

Use this one-page flyer to communicate the key benefits of Chromebooks. You can hand it out at staff meetings or email it as a PDF – it's up to you.



Access the flyer



## Excite

# Email template

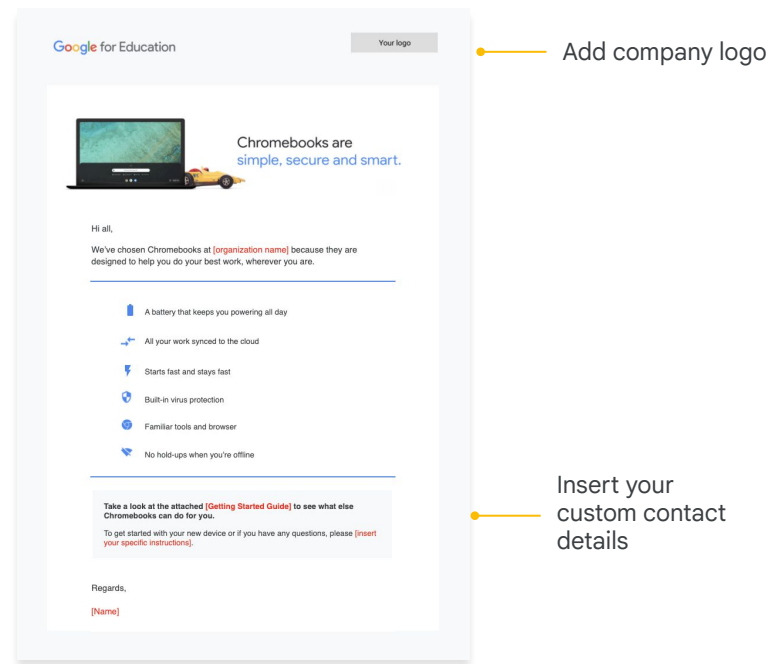
Build awareness by sending an email to educators and staff about Chromebooks, customized with your school's logo and CTA.

Simply copy the tables from the Google Doc and paste them into a fresh email. The font may change slightly depending on your email client, but the general formatting will stay intact. Then, add your school's logo and replace the red text with your own words.

Don't forget a catchy subject line like:

- It's switching time: Chromebooks are coming to [school name]
- Make the switch to a Chromebook

Finally, schedule the send and you're done.



Access the email template





# Enable

Onboarding



Enable

# Help everyone get up and running

## Support your teams.

Send regular communication with tips and advice to help staff and educators become familiar with their new device.



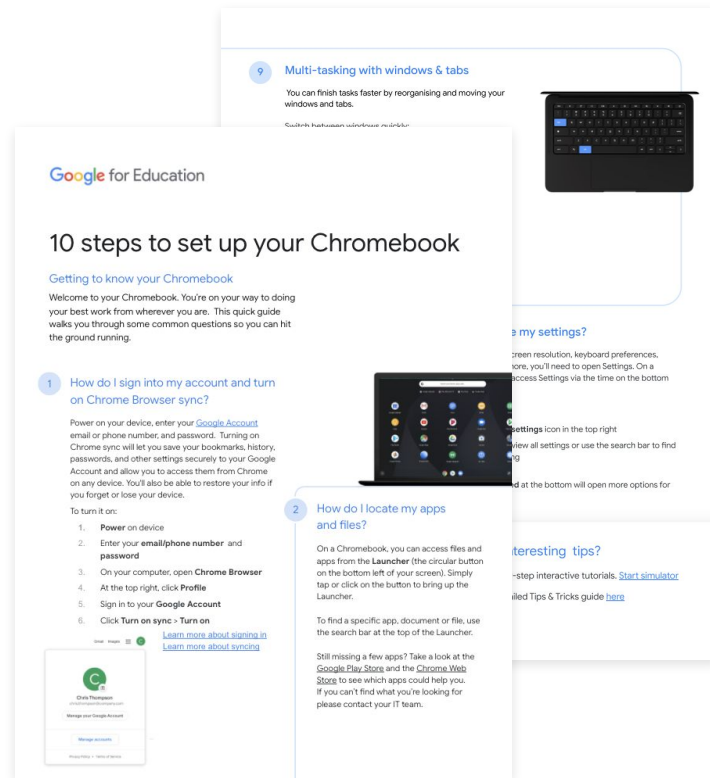
## Share this content with employees:

- Getting started guide
- Tips & Tricks Guide
- Educator's toolkit
- Chromebook simulator

Enable

# Chromebook getting started guide

To help staff and educators get accustomed to their new Chromebooks, share this guide with them. It includes the top 10 things they should know about their new device.



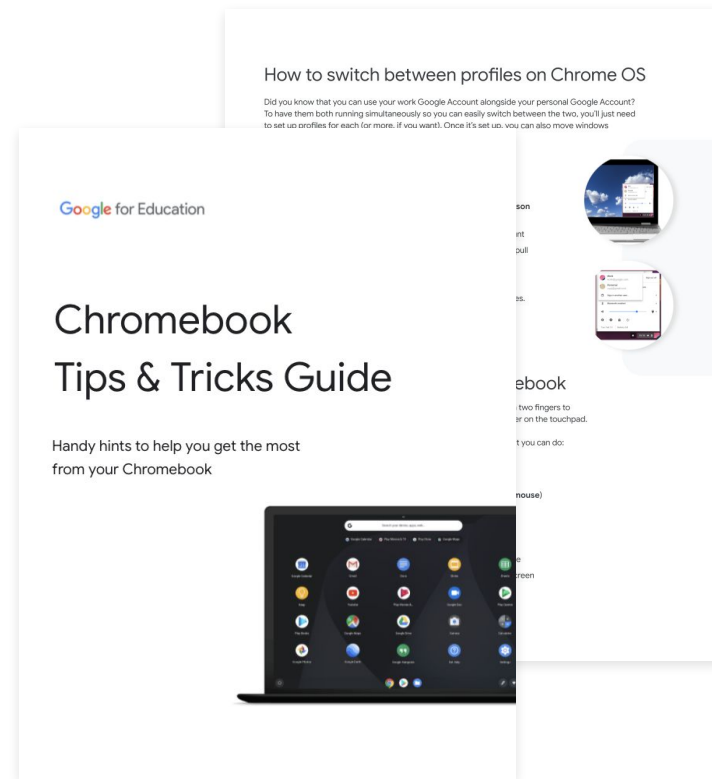
Access the getting started guide



**Enable**

# Tips & Tricks Guide

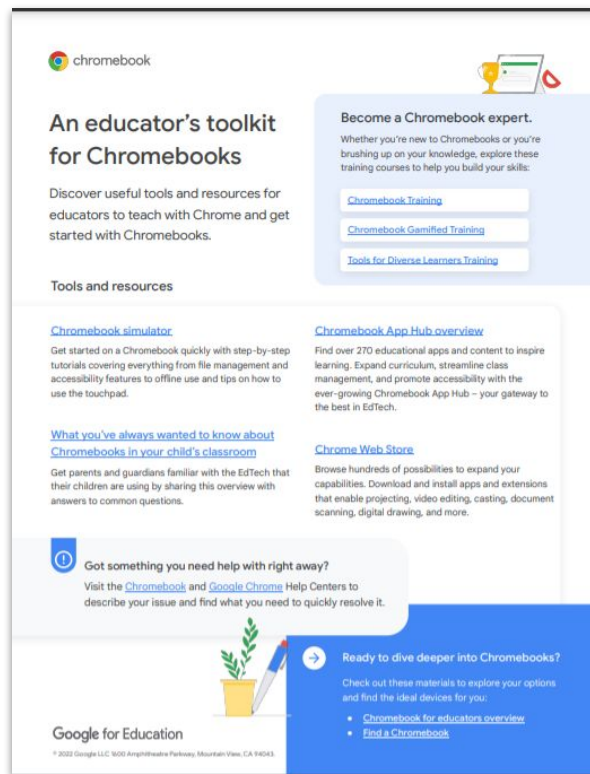
Once your school community is up and running on Chromebooks, you can help them be more efficient by sharing this guide that outlines various shortcuts and quick how-tos.

[Access the Tips & Tricks guide](#)

Enable

# Educator's toolkit

We've created a one-page toolkit that includes the top resources to help educators get started on their Chromebooks. It includes product overviews, training courses, FAQs to share with parents, and more.

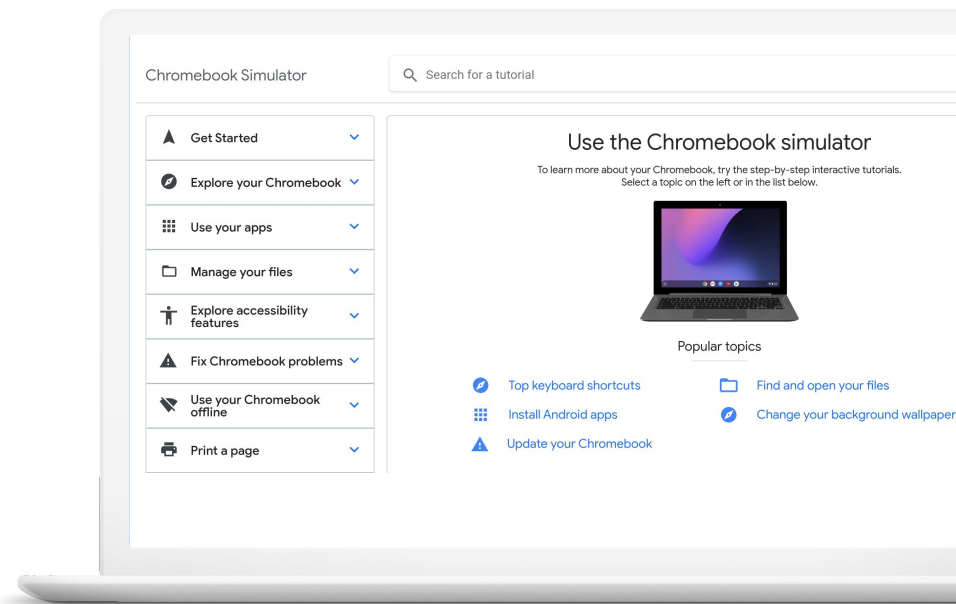
[Access the toolkit](#)

**Enable**

# Chromebook simulator

Share the Chromebook simulator with your educators and staff who recently received a new Chromebook and want to get used to using Chrome OS.

It provides tutorials that explain basic features and functionality through an interactive interface with step-by-step instructions.

[Access the Chromebook simulator](#)

# Extend

Programs and resources

# Chromebook repair program

Extend the lifespan of your devices and minimize e-waste, while helping students grow their skill set.



Teach students how to do in-house repairs, and get devices back into the classroom quicker.



Help students develop marketable technology and customer service skills, which they can carry with them beyond graduation.



Repair devices to help them stay in service longer, helping keep them out of the e-waste bin.

[Learn about the program](#)



# Chrome OS Flex

Transform your fleet with Chrome OS Flex to give your entire school the fast, reliable experience of Chrome OS.



All your devices – PCs or Macs, new or old – can run on Chrome OS for a unified teaching and learning experience.



Download Chrome OS Flex at no cost, and purchase Chrome Education Upgrade to unlock all the capabilities to easily manage your fleet at scale.



A cloud-based fleet enables automatic updates to happen in the background, helping free up your IT funds and staff time.

[Learn more](#)





# Chrome OS Test Drive

Make an informed decision about your EdTech investment. Try out enterprise-grade Chromebooks before buying them.



Test-drive up to three devices over the course of 30 days.



Choose from a variety of models – from devices for basic classroom use to devices for heavier workloads like content creation or coding.



Allow teachers to try out Chromebooks as their primary device and provide them with resources to get started.

[Learn more](#)



# itopia

Enable students and educators to access Windows apps on any device. Launch Adobe Creative Cloud, AutoCAD, SolidWorks, MATLAB, and more – all from a secure browser.



Quickly deploy Windows 11 and Windows Server virtual desktop environments in 24 hours.



Manage any number of classrooms, labs, and schools from itopia's unified console.



Easily control all your students' apps, files, and permissions from the cloud – no endpoint management.

[Learn more](#)

# Additional resources

## → Learn more about Chromebook adoption



[Video: The Chromebook customer adoption journey](#)



[Video: How Google IT supports its scaling global workforce with Chromebooks](#)

## → Determine which Chromebooks are best for your school



Empower teaching by letting educators pick their perfect Chromebook from our [selection guide](#)

## → Discover what else is available on Chromebooks



[Find apps and ideas](#) and [creativity tools](#) for Chromebooks

# Tips and tricks



Share these articles from the Chromebook Tips & Tricks blog series with your staff



For those who are switching from Mac OS: [6 common questions \(and answers\) for new Chromebook users](#)



For those switching from a PC: [How to use a Chromebook if you've switched from a PC](#)



Five handy tips for getting started: [How to set up a new Chromebook](#)



Popular shortcuts to help you do more, faster: [6 Chromebook keyboard shortcuts that save time](#)

# Thank you